

Car Purchasing Process - China - November 2013

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Despite encouraging signs for 2013, high inventory levels still persist and the China car market is still facing a very complex developing environment. That said, China remains one of the most exciting car markets in terms of volume growth, which is being supported by the continuous growing economy and emerging powerful middle classes.”

– Can Huang, Senior Research Analyst

This report looks at the following areas:

- Is brand switching happening in China? If so, what are the actions that could be taken to reduce brand switching, thus improving consumer retention?
- What is the outlook of the current luxury car market in China?
- What are the challenges for further growth of this segment?
- What are consumer attitudes towards buying luxury cars?
- How do alternative-energy cars fare in the China market? What are the current obstacles?
- How can alternative-energy cars further grow?

The report investigates the car purchasing process of private individuals. It focuses on new car sales, and also covers these in the context of the used car market where necessary. Passenger cars are the sole focus, and therefore any discussion of commercial cars is excluded.

This report provides an overall analysis of the car purchasing process in China, covering topics like market size and forecasts, major brands and their activities, consumers' behaviour and attitudes towards buying cars. Also it carries out some extensive analysis on several key issues in terms of car purchasing.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market